

VALUE OF AUTO EMBLEMS

European Countries Quick to See the Advantage.

BENEFICIAL TO TOURISTS

Insignia of the Important Organizations Are a Passport of Owner's Standing.

"Where have the Billikens, the bulldogs and the Teddy Bears gone that used to decorate the radiator tops on so many motor cars in the city?" asked a prominent motor enthusiast the other day.

The answer seems to be in the extraordinary growth in the tendency so common in European countries to display on the front of each car the emblem of the motoring organization with which the owner is identified.

It appeared to him, explained, an incongruity that a man with sufficient means to own an automobile should disfigure the front of his car with meaningless images, and he commended the apparent disfavor into which the practice had fallen.

One of the most popular English organizations is the Automobile Association of London, recently consolidated with the Motor Union of Great Britain, membership in which permits the use of a well known brass insignia, and in shape and which contain the letters "A. A." The most expensive of any foreign automobile club emblem is that of the Royal Automobile Club of London, which is of a beautiful design and a decided ornament to any car. This emblem is mounted upon the radiator cap, while that of the Automobile Association is clamped around the waterpump of the radiator. The Touring Club of France and the Touring Club of Italy have also very ornamental badges for their members, but none approaches that of the Royal Automobile Club, which was selected as the model for the beautiful emblem of the Touring Club of America. This consists of a small brass wheel, upon which is mounted a monogram in enamel colors of red, white and blue—the letters "T. C. A."

A well known New York motorist who was observing the splendid manner in which the traffic officers handle the great army of motorists at Fifth Avenue and 42d Street, in New York, one day last week, noticed the large number of cars which displayed the emblem of the T. C. A. and took occasion to count the many T. C. A. cars passing this point. Within a half hour sixty-two cars had gone by and the count was given up. Later on the same owner found that there were more than a thousand of these emblems on motor cars in New York alone and said he was not surprised.

The value of an emblem on the front of a motor car lies not so much in its decorative effect as in the respect it elicits from police officials in practically all communities. A touring organization sufficiently large to make its emblem well known frequently is equipped to handle in drastic fashion any complaint lodged with it regarding treatment of its members on the highways, and a Newark motorist only within the last few weeks told of being held up in a speed trap, while a car that immediately preceded him was permitted to pass through without molestation. He made inquiries and found that the preceding car bore a Touring Club emblem, and it was explained to him that while the law makes no distinction in the matter, it is generally assumed that a member of a representative touring body is sufficiently well acquainted with highway regulations and his judgment is sufficiently well supported to warrant a certain respect on the highway.

So general has become the recognition of the Touring Club emblem that the member arriving at a hotel or garage identified with the club in an official capacity is accorded a degree of courtesy in treatment that immediately establishes the most cordial relations between himself and the proprietor, for the fact that both are associated in the same organization establishes a bond of confidence that is of mutual advantage.

Not only is this of official appointment in hotels and garages in this country, but the extensive foreign connections made by the Touring Club insure the member a splendid reception in nearly every country of Europe. It is a most gratifying incident of his foreign tour.

ALL PINEHURST AUTOING

Many Runs in Balm Air Attract Society Persons.

Pinehurst, N. C., March 23.—The numerous triangle runs over the capital highway of which Pinehurst is the hub are popularly known as "triangle runs." The social side is added by all-day trips with hamper lunches and runs to nearby points for luncheon, tea or supper, the Lift the Latch Cabin at Pine Bluff being a popular rendezvous.

Hardly any more interesting or greater array of outdoor sports and pastimes could be arranged for than those in Pinehurst, and the trip to and from the golf links, tennis courts, shooting traps, baseball field, golf and wild turkey hunting grounds in the warm and balmy air is a strong temptation to use the automobile almost continuously.

Leonard Tufts, whose father founded Pinehurst, is the leader of the national movement for good roads in the South, and his Thomas car is seen in almost constant service surveying, improving or mapping out new highways.

SIMPLEX DOES 104 MILES

Test of Bert Dingley's Car on Motor Parkway Shows Speed.

The new Simplex racing car which Bert Dingley is to drive in the Santa Monica (Cal.) road race, the five hundred-mile Indianapolis Sweepstakes event and other speed contests this season was shipped to its Pacific Coast owner, K. J. Parrot, on Friday.

Prior to its shipment the machine received its initial trial on the Long Island Motor Parkway, being driven by Herman Broome, Jr., of the Simplex Automobile Company. Mr. Broome, who has had much experience in the handling of speed creations, covered portions of the cemented parkway at a rate of 104 miles an hour.

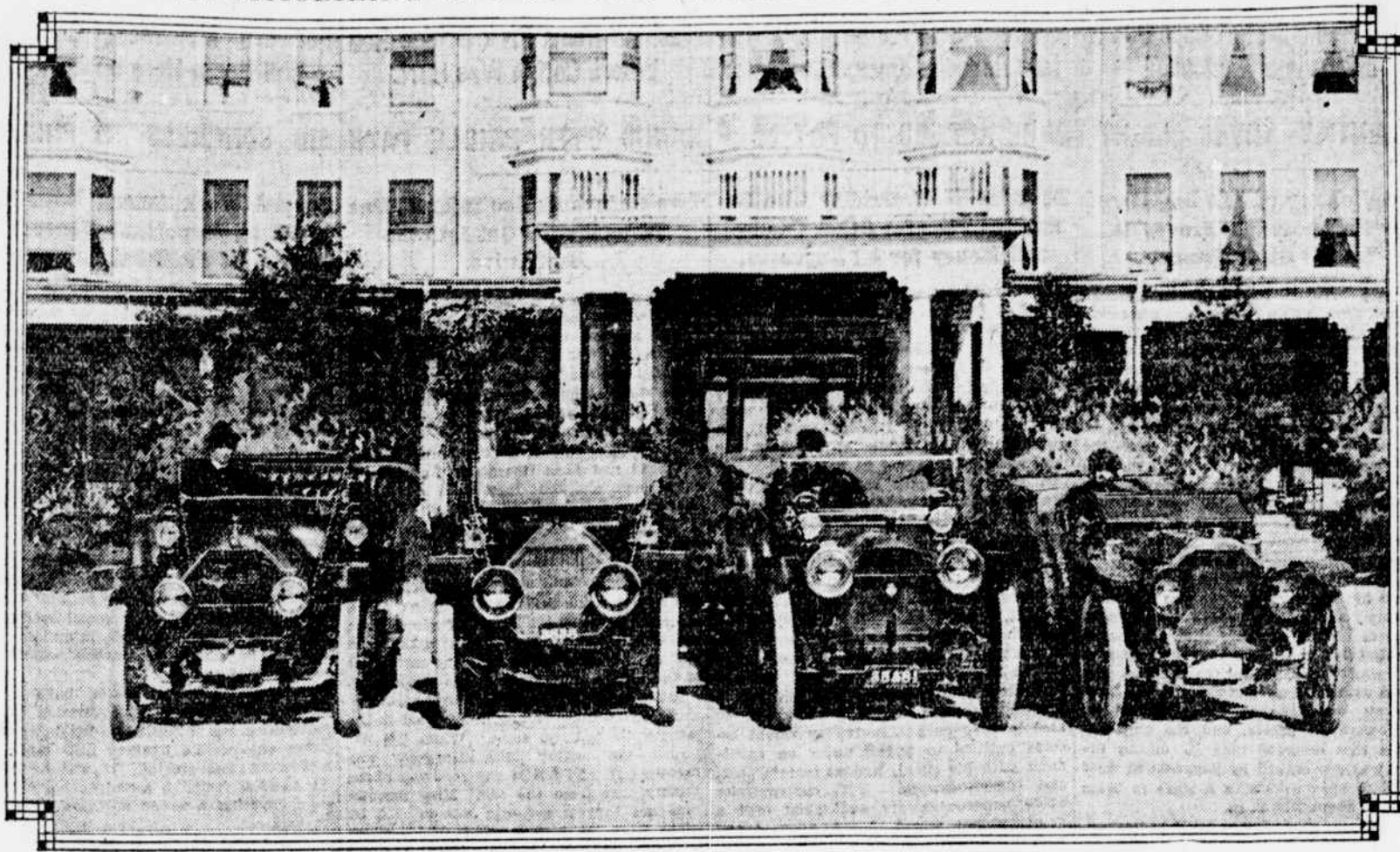
When John G. Dale, sales manager for the Simplex company, telegraphed to Dingley of the fast time made with the new machine the racing man sent this message: "The race is in the ring. Watch it." The race is a regular 24-hour Simplex race, set back ten inches. Its piston displacement is 28.5, the bore is 3 1/2 inches and the stroke is the same.

Contrary to its general rule, the government does not competitive tests, being apparently content to rely on its own experience. The E-M-F cars in use in other departments, where close records are kept on economy and cost of maintenance.

REPEAT ALCO TRUCK ORDER.

For the third time in a month the Barrett Manufacturing Company, the big trucking and tar products concern, has placed a repeat order for Alco trucks, the latest contract specifying two of five tons capacity and two of six and one-half tons capacity for the Boston office. A week ago two trucks were purchased for the Philadelphia service, and shortly before that one was shipped for the Chicago branch.

AUTOMOBILING ONE OF THE ATTRACTIONS AT PINEHURST, N. C.



Leading 1912 models in front of the Carolina waiting for guests. Left to right—Thomas, Pierce, Packard and Peerless.

ECONOMY IN MOTOR CARS

Advantages of Medium Sized Car Are Manifest.

TIRE COST IMPORTANT ITEM

Greater Efficiency and Safety To Be Found in Cars of Smaller Dimensions.

By R. E. Ochs.

What are the advantages of the medium sized car over the large one? As this is one of the most vital questions which affect the great mass of automobile buyers everywhere, I will, in the limited space allotted to me, briefly touch upon a few of the more striking points which favor the de luxe moderate priced car.

In the first place, the medium sized car is unquestionably the most economical. There is a saving of from 50 to 80 per cent in the purchase price, and when I make this assertion I include motor cars varying in price from \$1,000 to \$5,000 which have a seating capacity of five passengers each. This saving of 50 to 80 per cent practically applies to the replacement of axles, springs, transmissions and other parts. And, with slight exceptions, the rule obtains in the consumption of gasoline and lubricants. The rule also applies to storage, due to the larger cars taking up more room and requiring more labor to polish and wash them.

What is true in the saving of the purchase price, in replacements and in storage is equally true in the vital matter of tires. A complete set of standard 34-inch tires, including tubes, for the Reo the Fifth can be replaced, at the current prices, for \$120 to \$125. To replace a standard set of tires on a large car would cost between \$250 and \$375. This purchase price is about 80 per cent greater than that of the Reo. Then it must be considered that the life of a set of tires on the smaller car, mile for mile travelled, is from 50 to 80 per cent greater than on the large car. The heavier the car the wider the ratio of tire upkeep becomes in favor of the smaller car. All things considered, it is safe to say that the tire expense on a big car is from three to five times greater than on a car of the popular type of Reo the Fifth. It is, therefore, plain to the practical driver, contractor, business man and business farmer which car will give him the most satisfactory service and save him the most money.

Closely allied to economy is motor reliability. A good car must have get-there-and-back ability. It must have strong enough axles to take the average motorist and his family on a trip from New York to San Francisco and back without any fear of a breakdown under normal conditions. Its wheel base and road clearance must be suited for high water bars in the mountains and for other highway obstructions. Our large nickel steel axles are specially designed for hard usage of this sort and should at least cover as many miles as the highest priced car built in the world. So our big, easy riding springs, our transmission, powerful motor, strong sub-frame and specially designed radiator, carburetor and positive ignition system are designed to meet any emergency on rough American roads. All of these strong features make for maximum reliability, and when this is coupled with the greater economy of the smaller car the conclusion is obvious.

Then there is the greater safety in the smaller car, because it is more easily controlled when traffic is more or less congested. This is notably true in rainy weather on slippery pavements, for in the smaller car the danger of skidding is minimized. Our flexible steering gears and powerful brakes positively insure maximum safety on mountains and hills. As life and limb are the most precious possessions of a man and his family, the greater safety of the smaller car should commend it to the vast mass of motor buyers everywhere.

A motorist rarely cares to exceed twenty or twenty-five miles an hour on a public highway. The legal speed limits are frequently much below this average, so with a speed capacity of forty to fifty-five miles an hour, possessed by some good medium-sized cars, it is apparent that every argument favors the lighter and more economical car.

In our cars we have more power in proportion to weight, and therefore greater efficiency. With our large wheels, big springs, long wheel base, luxurious upholstery and perfect balance in construction, a maximum of comfort is insured. The simplicity of our car makes unnecessary an expert chauffeur to operate it. It will go through deep sands and mud where heavier cars would sink to the hub and get stuck. It earns more because it saves more. It takes you there and back at less than half the cost of the bigger car in perfect safety and comfort. It is the key to absolute motoring satisfaction for the man who knows the value of a dollar and for the man who seeks big value and bigger results when buying an automobile. There is no necessity whatsoever to pay from three to five times more for the purchase and upkeep of a big car when a good, reliable and roadable medium sized car will comfortably and safely carry just as many passengers in the same length of time at about a third of the cost.

"POLLUTING THE SEINE."

From The Dundee Advertiser.
The Paris police have consigned to the Seine over fifteen miles of improved cinematograph films which had been seized. The operation gave rise to an amusing incident, a zealous member of the river police attempting to summon an inspector for "polluting" the stream.

Signs of a Revision in Automobile Prices

Useless Expenditures Cut Off by Big Manufacturers.

"It is not so long ago that price was a secondary consideration in the purchase of a car," said C. T. Silver yesterday. "Ten years ago \$1,500 was considered reasonable for a one-lunger of non-guaranteed ability. And, until recently, when modern manufacturing methods were introduced, any old price could be demanded for a car that

could show a fair all-around performance. And these prices were not excessive considering the demand for power and speed by the limited number of purchasers. "That time has passed. Except in a few cases, it is no longer possible to charge from 60 to 75 per cent more for a car than it costs to build. Neither is it tenable to state that it cost as much to sell a car as it does to make it.

"John N. Willys, maker of the car that bears his name, has probably done more than any other manufacturer to bring the cost of a good machine to rock bottom, as

it can be applied in the present age. With an eye to the future, he has lopped off all the expense of useless details hitherto part and parcel of the business. He has put the great Overland plant on the scale of quantity production hitherto unheard of in the manufacture of quality cars. "Now it is absolutely impossible to turn out a good machine at a reasonable price except on the basis of quantity production. Let us estimate the fixed charges on the production of a single model at \$200,000, and this would only cover the drawings, patterns, dies, special machinery, etc., to say nothing of the plants and the hordes of skilled operators. "On an output of one thousand machines the fixed cost is represented by \$200, while on twenty thousand the fixed charges are reduced to \$20 a car. The fixed charges can only be reduced by the scale on which John N. Willys is building Overlands this year—twenty-five thousand of them. His modern manufacturing methods have made it possible to sell a 35-horsepower car for \$1,200, a 55-horsepower car for \$1,250 and a 65-horsepower car for \$1,500."

NEW MICHELIN TIRE TESTED

Quick Detachable Rim Clincher Proves a Success.

The fitting is not always the easy task motorists could wish, but the Michelin Tire Company has minimized the difficulty with the introduction of its 1912 quick detachable clincher. An important advantage of this tire is that it is very easy to put on any quick detachable rim. It eliminates the necessity for laborious fitting. It simply drops on the rim without forcing and without the use of tools.

Another feature is the elimination of the inside envelope flap or tube protector, which has usually been considered a necessary evil. The absence of protectors simplifies the fitting of inner tubes, reducing the danger of pinching, as well as the labor formerly involved when protectors were necessary.

The Michelin quick detachable clincher is shaped full and round. The tread is broad and flat. The side walls are properly proportioned to assure maximum durability without sacrificing resiliency.

It is believed by the Michelin company that car owners will appreciate a tire of advanced design that at once removes several of the old vexations of motoring.

ANTIQUE AUTOS VALUELESS

Manufacturers Do Not Buy Back Curious Early Types.

That the spirit of the dealer in antiques is manifested strongly among some of the owners of the early Oldsmobile models is evidenced in a statement by W. J. Mead, vice-president and general manager of the Olds Motor Works, at Lansing, to the effect that during the last month no fewer than three owners of the old wire-wheel, curved dash runabouts have endeavored to dispose of them to the factory on the ground that they should prove valuable in an advertising way.

"While we were proud of the ancient vehicle now in our possession, which is the forerunner of the Oldsmobile line," said Mr. Mead, "and which antedates the curved dash type by some little time, we are not exactly an adjunct to the Smithsonian Institution, and are therefore not in a position to gather in all of the old models, no matter what our sentiments may be toward them. I presume we could buy some hundreds of these same 'one-lungers' if we wanted them and that with very little effort, for it is really astonishing the number of those that are still in service."

SUNDAY'S NEW-YORK TRIBUNE

Mailed anywhere in the United States for \$2.50 a year.

BEACH MEET PLANS MADE

Galveston Expects to See Many New Records Set.

MORE THAN \$6,000 OFFERED

Captain Munn Here to Tell Northern Racing Men of Cotton Carnival Prizes.

Captain J. W. Munn, of Galveston, Tex., arrived in New York last week and spent several days in the city making preparations for the automobile meet on Galveston Beach during this season's cotton carnival.

The captain made the trip to make known to Northerners the fact that this meet, which is to be under the auspices of the Galveston Automobile Club and Texas State Automobile Association, is to be the most elaborately planned programme of straightaway racing ever run, with the largest purses ever up for such a carnival. More than \$6,000 and handsome prizes are offered for the three days' racing. It is planned to make this the national beach meet of the year, placing it in a class with such events as the annual Speedway race, the Elgin national stock championship, the Vanderbilt, etc.

Trasmuch as Ormond-Daytons and Pablo Beach, in Florida, no longer hold out inducements for beach racing, Galveston, going at this enterprise in a large way, expects to become the successor of these with a meet that will outshine any of the Florida affairs.

Two meets already have been held in the Texas city with success, world's records being broken at one of these. Captain Munn, just before leaving New York for Bermuda on Thursday, said that he was sure more records will go at the coming meet.

CHANGES IN CHALMERS STAFF.

The Chalmers Motor Company has announced the resignation of C. C. Hildebrand as assistant general manager and sales manager. His successor as assistant general manager is H. W. Ford, who has been secretary and advertising manager of the company for the last two years. The new sales manager is Percy Owen, who for some time has been Eastern sales manager for the Chalmers company. Both Mr. Ford and Mr. Owen are well known to the automobile industry. Mr. Ford has been with the Chalmers company almost since its organization.

AUTOMOBILES.

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\$1200

Model 60

The Lowest Priced 35-Horsepower 5-Passenger Touring Car on the Market

AT last we can guarantee immediate delivery on our Model 60—the \$1200 touring car that is the equal of any \$1500 car, of any other make, on the market.

Ever since last July, we have been working tooth and nail endeavoring to supply the heavy demand. It was utterly impossible to fill the great volume of "rush" orders that kept pouring in, yet for months we shipped on the average of one hundred cars a day. The steady influx of orders was perpetual.

The dealers and public alike, from one end of the country to the other, tried every conceivable means to force extra orders through our great Toledo factories. They burned the telegraph and telephone wires in a frantic effort to urge and press rush orders.

Now the situation is changed. The thousands of our anxious friends who have had a "60" on order for two months or more and waited patiently, can have their car at once.

And this is due to our greatly increased plants.

We can now turn out 150 cars a day. In January our mammoth new factories were completed and after two solid months of night and day work we are pleased and relieved to announce the arrival of a complete line of "Sixties" in this city.

And no wonder the public is scrambling for this car. Nothing in the history of this business has ever equaled it. Of all the exceptional Overland values, that you have been accustomed to, this one has proven the most conspicuous.

Think of it!

A thirty-five horsepower five-passenger touring car for \$1200. This is the lowest priced thirty-five horsepower touring car in the world. Part for part—point for point—it is the equal of any \$1500 car made. It has the power—the speed—the comfort—the appearance—and the construction. Take the powerful motor—the strong and rugged rear system—the Vanadium steel gears—the fine bearings—the pressed steel frame—the drop forged axles—the big tires—the superb body work—the high grade upholstery; in fact, take every item that goes into the makeup of this automobile and you will find the duplicate of this car cannot be had below the fifteen hundred dollar mark.

Here is a car with a powerful, silent, smooth-running thirty-five horsepower motor. Here is a car that seats five large passengers comfortably. The upholstery is of good leather, hand stuffed with fine hair. The body is finished in our famous dark Overland blue and the wheels in battleship gray. The transmission is of the selective type, three speeds and reverse—fitted with the fine F. & S. annular bearings which are

used on the most expensive cars in the world. The frame is of pressed steel and has a single drop. The crank and gear casings are of aluminum. The front axle is a one piece, drop forged I section fitted with the famous Timken bearings. The tires are 34x4—quick detachable. The handsome massive lamps are finished in solid black with brilliant heavy brass trimmings. Self starter \$20 extra.

The Overland center control is the one proven and practical location for both operating levers. The method enables you to operate the levers with the left hand and gives you free use of your right hand for driving. It gives you the use of the right hand fore door, as well as the left hand fore door, which is impossible if a lever is placed one side or the other. You can get in or out on either side. It is easy to handle—no stretching out or reaching. Any one can manipulate the levers without a particle of effort.

Take the specifications of this \$1200 car—compare them with any \$1500 car you know of and the only difference you will be able to find is the difference in price.

Why pay an additional \$300 for a purely imaginary value?

Our dealer (name and address below) will give you a thorough demonstration any time or place you say.

The Willys-Overland Company, Toledo, Ohio

Brooklyn Branch,
1295 Bedford Avenue, Corner Atlantic
Tel. 6066 Bedford

C. T. SILVER, DISTRIBUTOR,
1599 Broadway, N. Y., at 49th St.
Tel. 5741 Bryant

Newark, N. J. Branch,
588 Broad Street
Tel. 6450 Market



Model 60-T—\$1200

Wheel base, 111 inches; body, 5-passenger fore-door touring; motor, 4 1/2 x 4 1/2 horsepower, 35; Ram magneto, tires, 34 x 4 inch; 22 equipment, three oil lamps in black and brass finish, two gas lamps, and generator. Self-starter, \$20 extra. Top and glass front, \$55.